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Fig.2

INTRA- EXTRA-SPECIFIC SPECIFIC AREA AREA INFORMATION INFORMATION SPECIFIC AREA INFORMATION INFORMATION EXTRA-SPECIFIC AREA EXTRA-INFORMATION STORAGE AREA CUSTOMER SPECIFIC S AREA A INFORMATION II INFORMATION INTRA-SPECIFIC AREA EXTRA-SPECIFIC AREA INFORMATION EXTRA-SPECIFIC AREA INFORMATION INFORMATION EXTRA-SPECIFIC AREA INFORMATION STORAGE AREA CUSTOMER INTRA-SPECIFIC S AREA INFORMATION IN O INTRA-SPECIFIC AREA INFORMATION **NFORMATION** INTRA-SPECIFIC AREA EXTRA-SPECIFIC AREA INFORMATION EXTRA-SPECIFIC AREA INFORMATION AREA INFORMATION EXTRA-SPECIFIC CUSTOMER INFORMATION STORAGE AREA മ INFORMATION NFORMATION NFORMATION INTRA-SPECIFIC INTRA-SPECIFIC AREA INTRA-SPECIFIC AREA AREA EXTRA-SPECIFIC AREA INFORMATION EXTRA-SPECIFIC AREA INFORMATION INFORMATION EXTRA-SPECIFIC AREA INFORMATION STORAGE AREA CUSTOMER AREA AINFORMATION SPECIFIC SAREA A INFORMATION II ⋖ INFORMATION INTRA-SPECIFIC INTRA-SPECIFIC AREA NTRA-2 무

## Fig.3

## EXAMPLES OF INFORMATION DISTRIBUTION

ON VISITING CUSTOMERS	RANSMITTED ABOUT ONCE HICH CUSTOMERS REGISTERED STORE,INFORMATION IS IH THE LAPSE OF TIME.	TRANSMITTED AT 13:45:	FROM STORE YY: A 80-MINUTE LIMITED SPECIAL A 80-MINUTE LIMITED SPECIAL BISCOUNT SALE MILL SCON BEGIN. DISCOUNT SALE FOR THIS WINTER MILL BER OFFERD AT 56 TO 80% OFF!! DON'T MISS THE CHANCE.	
INFORMATION MAIL PINPOINTING ON VISITING CUSTOMERS	TIMELY SHOPPING INFORMATION IS TRANSMITTED ABOUT ONCE EVERY HOUR FROM STORES WITH WHICH CUSTOMERS REGISTERED THEMSELVES, EVEN FROM THE SAME STORE, INFORMATION IS TRANSMITTED MORE THAN ONCE WITH THE LAPSE OF TIME.	TRANSMITTED AT 11:30:	FROM STORE XX: THAMK YOU VERY WICH FOR COMING OVER TO SHOPPING MALL A. OVER TO SHOPPING MALL A. WIE THE LOLDING A SPECIAL SALE OF WINTER WEAR. IN THE AFTERNOON, WIE WILL OFFER OUT AND SERM ITEMS AT 1 SPECIAL USCOUNT PRICES FOR ONLY TODAR POSITIONAL INFORMATION	
COMMON INFORMATION MAIL	SHOPPING INFORMATION IS TRANSMITTED ABOUT ONCE A WEEK FROM STORES WITH WHIGH CUSTOMERS REGISTERED THEMSELVES.		TODAY, WE HAVE THE LEGSURE OF MINE OF THE LEGSURE OF INTRODOLNIGA IN REVEASION THE MEMORY OF THE LEGSURE OF THE SPRING IS THE MEMORY ENGINE THE PRODUCTS MAY AS CANNEETHE PRODUCTS MAY AS CANNEETHE PRODUCTS MAY THEY MODOY COMMITTENT MODOY COMMITTENT THEY MODOY COMMITTENT TO THE MEMORY COMMITTENT TO EXCELLENCE EVEN TO THE FINEST DEFAIL.	

MAGE OF BARGAIN SALF

CUSTOMERS CAN DECIDE WHEN TO BUY WHILE WATCHING THESE ITEMS OF INFORMATION. -THE SCREEN ON THE PORTABLE TERMINAL WILL LOOK LIKE AS ILLUSTRATED BELOW. -THE PRICES AND STOCK VOLUMES OF THE GOODS ARE STATED ON THE SCREEN.

TO BE POSTED AT 16:00 TO BE POSTED AT 17:00 TO TOP STOCK VOLUME S ω STOCK HISTORY IS SHOWN PRICE 17:00 8:00 16:00 14:00 15:00 POSITIONAL INFORMATION NOS.OF UNITS IN STOCK [ITEM] SUMMER SWEATERS [USUAL PRICE] ¥10,000 UNTIL 16:00 LL) 8; (L) 7; (M) 1; (S) 3 ¥5,500 (45% OFF) IN STOCK: AT 15:30 PRICE PRICE INFORMATION STOCK VOLUME SPECIAL PRICE ¥7,000,30% ¥6,000, 40% ↓ ¥5,500, 45% <sup>†</sup> ¥5,000, 50% ↓ ¥4,000, 60% ↓ IS SHOWN TO TOP 15:00 00:91